

ORDER



WAVY

Orders
Order / Rev: 195124
Alt Order #:
Product Desc: 9/24/12-9/30/12 KAINE FOR SENATE
Estimate: 11507
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: NA
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	51	\$18,750.00	\$15,937.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$18,750.00	\$15,937.50	0.00
Totals	51	\$18,750.00	\$15,937.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAVY	09/26/12	09/26/12	WAVY News @ Sunrise	CM	5a-6a	--W----	:30	1	\$125.00	P4	0.00	NM	0	\$0.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/24/12-09/30/12		WAVY News @ Sunrise		5a-6a	--W-----	:30		(\$125.00)		0.00	NM		
		See MG 4.2,4.3,4.4,4.5,4.6,4.7 [Political]													
2	WAVY	09/24/12	09/30/12	WAVY 6AM News	CM	6a-7a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--		5				\$350.00		0.00			
3	WAVY	09/24/12	09/30/12	Today Show M-F	CM	7a-9a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--		5				\$350.00		0.00			
N 4	WAVY	09/30/12	09/30/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$225.00	P4	0.00	NM	6	\$975.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$225.00		0.00			

Order / Rev: 195124
 Alt Order #:
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 9/24/12-9/30/12 Kaine FOR SENATE
 Estimate: 11507
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	WAVY	09/24/12	09/30/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5				\$350.00		0.00			
12	WAVY	09/24/12	09/30/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5				\$450.00		0.00			
13	WAVY	09/24/12	09/30/12	M-F 7-730p M-F 7-730p	CM	7-730p	1---1--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	1---1--		2				\$300.00		0.00			
14	WAVY	09/26/12	09/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	--W----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1				\$300.00		0.00			
15	WAVY	09/25/12	09/25/12	Tue Hour 1 Tuesday 8-9p	CM	758p-9p	-T-----	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1				\$1,200.00		0.00			
16	WAVY	09/24/12	09/30/12	LN M-F M-F News 10 @11	CM	11p-1130p	22222--	:30	10	\$500.00	P3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	22222--		10				\$500.00		0.00			
17	WAVY	09/29/12	09/29/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
18	WAVY	09/30/12	09/30/12	LN Su WAVY News 10 @11 Sun	CM	11p-1130p	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$500.00		0.00			
19	WAVY	09/24/12	09/30/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	11-1---	:30	3	\$125.00	P4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11-1---		3				\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/24/12-09/30/12		Tonight Show/Jay Leno See MG 4.2,4.3,4.4,4.5,4.6,4.7 [Political]		1134p-1237a	MT-Th----	:30		(\$125.00)		0.00	NM		
2	WAVY	09/24/12-09/30/12		Tonight Show/Jay Leno See MG 4.2,4.3,4.4,4.5,4.6,4.7 [Political]		1134p-1237a	MT-Th----	:30		(\$125.00)		0.00	NM		
3	WAVY	09/24/12-09/30/12		Tonight Show/Jay Leno See MG 4.2,4.3,4.4,4.5,4.6,4.7 [Political]		1134p-1237a	MT-Th----	:30		(\$125.00)		0.00	NM		
Totals														51	\$18,750.00